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REMARKS

Claims 1-4, 8-17, 21-29, 32-38, and 42-47 are pending. Claims 1, 17, 29, and 34 are amended. Claims 5-7, 18-20, 30, 31, and 39-41 are canceled without prejudice or disclaimer.

The independent claims have been amended to incorporate certain dependent claims, canceled by amendment above. No new matter has been added.

Claim Rejections – 35 USC § 102

Claims 1-4, 8-10, 14-15, 17, 21-23, 27-28, 34-38, and 46-47 were rejected under 35 USC § 102(e), as anticipated by Gauselmann (2003/0109304). This rejection should be withdrawn for the reasons below.

Claim 1, by way of example, has been amended to recite the features of:

said housing comprising one or more moveable panels arranged to cover said second portion of said display unit, said controller operatively coupled to said one or more moveable panels, said controller programmed to open said one or more moveable panels to reveal said second portion of said display unit when said second display is generated; and

said housing comprising a bezel positioned around said second opening, said bezel comprising said one or more light sources around said second opening, said bezel having a first portion coupled to said housing and a second portion rotatably coupled to said first portion, said controller operatively coupled to said second portion of said bezel, said controller is programmed to cause said second portion of said bezel to rotate relative to said first portion of said bezel when said second display is generated.

Gauselmann fails to disclose or suggest the above-quoted features of Claim 1. As stated in the Office Action, Gauselmann "is silent regarding the incorporation of movable panels operable to cover a second display and further operable [to] open and reveal the display on the occurrence of a display generated on said second display." (Office Action, page 6, lines 1-4). In addition, as stated in the Office Action, Gauselmann "is silent regarding the physical rotation of the bezel." (Office Action, page 6, line 20).

Because Gauselmann fails to disclose or suggest the above-quoted features, Gauselmann does not anticipate Claim 1. This rejection should be withdrawn.

Claim Rejections – 35 USC § 103(a)

Claims 5, 18-20, 29-33, and 39 were rejected under 35 USC § 103(a), as obvious in view of Gauselmann and WO 03/010726 (the PCT application).

Claims 6-7, 16, and 40-44 were rejected under 35 USC § 103(a), as obvious in view of Gauselmann.

Claims 11-13, 24-26, and 45 were rejected under 35 USC § 103(a), as obvious in view of Gauselmann and Luciano (2001/0034259).

These rejections should be withdrawn for the reasons below.

The PCT application fails to cure the deficiencies of Gauselmann described above, whether considered alone or in combination with Gauselmann. For instance, the PCT application teaches an “occlusion device” in the form of an opaque curtain (4) that can be used to cover part of a display element (1). Claim 1, on the other hand, recites the feature of “said controller programmed to *open* said one or more moveable panels to reveal said second portion of said display unit *when said second display is generated*.” (Emphasis added). The PCT application teaches away from this feature. In the PCT application, when images on the mechanical reel are displayed, the PCT application suggests that the (occlusion) device is used to conceal said images. (Abstract). In other words, the PCT application teaches concealing the image, rather than revealing it, when the image is to be displayed.

Further, the PCT application fails to disclose or suggest any information relating to additional features of claim 1, including “said housing comprising a bezel positioned around said second opening, said bezel comprising said one or more light sources around said second opening, said bezel having a first portion coupled to said housing and a second portion rotatably coupled to said first portion, said controller operatively coupled to said second portion of said bezel, said controller is programmed to cause said second portion of said bezel to rotate relative to said first portion of said bezel when said second display is generated.”

The Office Action cites Official Notice “that one of ordinary skill in the art would have recognized the equivalence of the simulation of motion of a physical element and the actual motion of a physical element as equivalents,” and that it would have been obvious “to have incorporated physically rotation bezel in the place of the static bezel of Gauselmann.” (Office Action, pages 6-7). Applicant disagrees. Applicant requests that the Examiner point to a specific teaching in the prior art or provide specific factual evidence that such a feature was known to those skilled in the art at the time of the present invention.

Assuming the Official Notice were true, the Notice fails to cure the deficiencies of Gauselmann and the PCT application, whether considered alone or in combination. For instance, the Official Notice makes no mention of features of claim 1, such as "said controller programmed to open said one or more moveable panels to reveal said second portion of said display unit when said second display is generated," "said bezel comprising said one or more light sources around said second opening," as well as the features of "said bezel having a first portion coupled to said housing and a second portion rotatably coupled to said first portion, said controller operatively coupled to said second portion of said bezel, said controller is programmed to cause said second portion of said bezel to rotate relative to said first portion of said bezel when said second display is generated."

Luciano teaches a door attached to a housing for covering one or more compartments, but makes no mention of the same features lacking in the cited art and the Official Notice discussed above. For instance, there is not teaching or suggestion in Luciano of "said controller programmed to open said one or more moveable panels to reveal said second portion of said display unit when said second display is generated," "said bezel comprising said one or more light sources around said second opening," and the features of "said bezel having a first portion coupled to said housing and a second portion rotatably coupled to said first portion, said controller operatively coupled to said second portion of said bezel, said controller is programmed to cause said second portion of said bezel to rotate relative to said first portion of said bezel when said second display is generated."

In conclusion, the cited references and Official Notice, considered alone or in combination, fail to disclose the same features recited in claim 1. As such, the obviousness rejections are not supported and should be withdrawn.

The remaining independent claims have been amended to recite similar features as claim 1. Accordingly, these claims are patentable for similar reasons as claim 1.

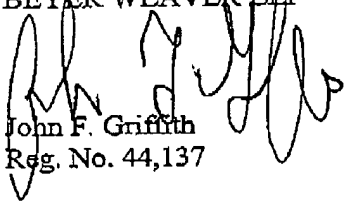
The various sets of dependent claims incorporate the features of the respective independent claims on which they based. Thus, the dependent claims are patentable for at least the same reasons as above. In addition, the dependent claims may recite additional patentable features.

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CONCLUSION

The Applicant believes that all pending claims are allowable and respectfully requests a Notice of Allowance for this application. Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at the telephone number set out below.

Respectfully submitted,
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